

# Wilsonville Tourism Promotion Committee



## MEETING AGENDA

Tuesday, Feb. 13, 2018 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

### VOTING MEMBERS

**Jeff Brown, Chair**  
General Manager,  
Holiday Inn Wilsonville

**Darren Harmon,  
Vice Chair**  
General Manager,  
Family Fun Center

**Al Levit**  
Former Commissioner,  
Planning Commission

**Dave Pearson**  
Executive Director,  
World of Speed  
Motorsports Museum

**Brandon Roben**  
Executive Director,  
Evergreen Aviation &  
Space Museum

**David Stead**  
General Manager,  
Langdon Farms Golf  
Club

### ADVISORY / EX-OFFICIO MEMBERS

**City of Wilsonville**  
City Councilor Charlotte  
Lehan, Council Liaison  
Michael McCarty, Parks &  
Recreation Director  
Brian Stevenson, Parks &  
Recreation Program  
Manager (designee)

**Clackamas County  
Tourism & Cultural  
Affairs (TCA)**  
Danielle Cowan, Director  
Jim Austin, Community  
Relations Lead  
(designee)  
Casey Knopik,  
Development Specialist  
(designee)  
Samara Phelps,  
Development Lead  
(designee)

**Washington County  
Visitors Association  
(WCVA)**  
Carolyn McCormick,  
President/CEO  
Sylke Neal-Finnegan,  
VP/Marketing &  
Communications  
(designee)

**Wilsonville Area  
Chamber of Commerce**  
Kevin Ferrasci O'Malley,  
CEO

### STAFF

Mark Ottenad,  
Public/Government  
Affairs Director

### OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing,  
Lynnette Brailard  
and Trev Naranche,  
Principals

- 1. Welcome 1:00**
  - Committee members and guests self-introductions
- 2. Committee Business and Updates 1:10**
  - Approve Prior Meeting Minutes of Jan. 30, 2018 \*
  - Open position for recruitment:
    - Position 7, term ending 6/30/2018 (can re-appoint to 3-year term)
  - Feb. 22 City Council meeting
    - Adoption of FY17/18 & 18/19 Tourism Promotion Marketing Plan
  - Town Center Plan Draft Community Design Concept
    - Survey open until Feb. 19
  - Proposed Oregon State Legislation HB 4120, re TLT \* collection and remittance by online intermediaries
    - City testimony in favor
- 3. March 15 Tourism Grant Reviews & Awards 1:30**
  - Review of the Grant Programs Criteria, Purposes, History \* ■
    - City Community Tourism Grant Program: \$25,000
    - County Community Partnership Grant Program: \$20,000
  - Tentative Schedule
    - 5:30 – Dinner is served
    - 6:00 – Meeting starts: City tourism grant program
    - 7:45 – Break
    - 8:00 – Meeting resumes: County tourism grant program
    - 9/9:30 – Adjourn
- 4. Adjourn 3:00**
  - Date of next meeting: Thur, March 15, 5:30–9:00 pm

\* materials in packet or online    ■ materials at meeting

## UPCOMING EVENTS OF NOTE

### Tourism Tech Symposium

Wednesday, March 7

Mt. Hood Territory is proud to present our annual Tourism Tech Symposium! Join us for fun and informative sessions designed to help you improve your business's digital marketing strategy. This year's topics include:

- Managing social media
- Website design and content
- Online business presence
- Current trends in digital marketing

Learn, network, and have your digital marketing questions answered at this special event! Find the schedule of events at the link below.

\$10 admission includes lunch and all information sessions. Please register by March 6.

RSVP: <https://www.eventbrite.com/e/2018-clackamas-county-tourism-tech-symposium-tickets-42538301204>

### 2018 Oregon Governor's Conference on Tourism, Bend, Ore.

April 29 - May 1, 2018

The Oregon Governor's Conference on Tourism is the state's premier gathering for tourism professionals.

Each spring, Oregon's travel and tourism industry comes together at the Oregon Governor's Conference on Tourism. We gather to educate, share and develop new ways to create the best Oregon experience possible for our visitors and the industry itself. The 2018 conference will be held at the Riverhouse on the Deschutes in Bend. Registration for the event will open in January 2018.

Info: [www.OregonTourismConference.com](http://www.OregonTourismConference.com).

---

### Vertigo Marketing Contact Info - [www.VertigoMarketing.com](http://www.VertigoMarketing.com)

Lynnette Braillard, Principal

[Lynnette@vertigomarketing.com](mailto:Lynnette@vertigomarketing.com)

Office 458-202-7303

Mobile 541-350-0594

Trev Naranche, Principal

[trev@vertigomarketing.com](mailto:trev@vertigomarketing.com)

541-979-0094

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Tuesday, Jan. 30, 2018 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

### 1. Call to Order; Welcome & Introductions

**Voting members attending:** Jeff Brown, Chair; Darren Harmon, Vice Chair; Al Levit; Brandon Roben and David Stead; Dave Pearson excused.

**Ex-officio members, staff, consultants and guests attending:** Erica Behler; Lynnette Brailard; Mike McCarty; Samara Phelps; Trev Naranche; Sylke Neal-Finnegan; and Mark Ottenad;

Mark Ottenad announced that Dave Pearson, the new Executive Director of the World of Speed Motorsports Museum, was appointed by Mayor Tim Knapp with Council concurrence to Position No. 1, term ending 6/30/2019, on Jan. 4.

### 2. Committee Business and Updates

**Approve Meeting Minutes of Prior Meeting:** Committee members reviewed the draft meeting minutes of Dec. 12, 2017. Al Levit moved and Darren Harmon seconded the motion to adopt the meeting minutes as presented. Motion approving minutes passed unanimously.

**Recruitment for vacant positions on committee:** Mark Ottenad said that the committee has one vacancy for position 7 with a term ending 6/30/2018.

**Decide March Committee Meeting Schedule: Tourism Grant Reviews:** Jeff Brown announced that the committee would need to review and make up to \$45,000 in awards from two tourism separate grant programs with different criteria. Mark Ottenad said that these were the City Community Tourism Grant Program in the amount of \$25,000 and the Clackamas County Tourism Community Partnership Grant Program in the amount of \$20,000. He indicated that the committee would need to decide if the members preferred one long evening meeting with dinner served or two short evening meetings to review applications, interview applicants and make awards. Three dates identified include Thur, March 15; Wed, March 21 and/or Thur, March 22.

Members identified the following dates:

	Thur, March 15	Wed, March 21	Thur, March 22
• Jeff Brown:	Yes		No
• Darren Harmon	Yes		
• Al Levit	No	Yes	Yes
• Brandon Roben	Yes	No	No
• David Stead	Yes	Yes	Yes

A majority indicated that March 15 would work best; members wondered if another date might be available. Mark Ottenad said that he would check on other possible with grants program administrator Brian Stevenson who could not attend the meeting today; he also said that he would check with member Dave Pearson.

### 3. Tourism Promotion Marketing Plan Revised - Vertigo Marketing

Lynnette Brailard and Trev Naranche, principals of Vertigo Marketing, reviewed with the committee the revised “Marketing Playbook” plan. In looking at the logo components on page

14, Lynnette noted that she had researched and found that use of a red tag on the image was not a copyright licensed image; rather, the red tag is protected when sewn onto the pocket of pants.

Committee members reviewed the SWOT (Strength-Weaknesses-Opportunities-Threats) analysis, agreeing that some of the threats (e.g., low tourism volume in off-season) were also corresponding opportunities (e.g., to increase the tourism volume in the off-season).

Jeff Brown inquired which hotels in the STR report on lodging property activities might be considered as comparable to the Wilsonville market. Trev Naranche indicated that that was a good question and open to input.

Al Levit raised a concern that use of reversed logo graphics as shown in the Style Guide section on page 15 regarding legibility at small sizes that may not be readily legible. Lynnette and Trev agreed, and indicated that the Style Guide guidelines are designed to provide answers when certain kinds of creative copy is required for print or online use. One thought was to specify that the reverse graphic could not be used below a certain size dimension for print products.

In reviewing the list of Wilsonville tourism assets on page 18, committee members made several observations and requests:

- Use of “Wilsonville-Area Assets” header would be more accurate, since many attractions are not in Wilsonville but are located in other places.
- A question was raised if there were some way to highlight or emphasize the unique Wilsonville-area attractions that differentiate this market from others.
- To the events, consider noting more of the local area mud runs and soap runs and obstacle-course challenges.
- Councilor Lehan noted that Walt Morey Park was a private park, not open to general public.

Samara Phelps suggested on the ad-copy to focus on the value or the benefit of visiting Wilsonville; for example, free parking.

Darren Harmon moved to approve the Marketing Playbook plan as amended; second on the motion by Brandon Roben. Motion to approve the plan approved unanimously.

Mark Ottenad reviewed the Scope of Work, Revised Jan. 19, 2018 for 2018/2019 Advertising & Marketing Services. He noted that contractor retainer-services fees and pass-through costs were separated and clarified for use in the a professional services agreement with Vertigo Marketing. He also noted that both the Marketing Plan and supporting 2019 Advertising & Marketing Services were scheduled for City Council approval on Feb. 22.

**Visitor Profile Study:** The committee reviewed the proposals for a visitor profile study submitted by Destination Analysts, Inc., and RRC Associates. Lynnette presented a draft scope of work for the visitor profile project, and noted that not too many companies perform in-person intercept interviews as part of the profile studies. All companies utilize online surveys; and all surveys require cash or gift inducements to obtain visitor cooperation in releasing personal information.

Committee members observed that the Destination Analysts, Inc., proposal was more than twice the cost of the proposal by RRC Associates, which appeared to submit a complete proposal. Lynnette clarified that the RRC fee would be \$35,000 for both the summer and winter survey projects and the Vertigo Marketing fee \$25,000 for managing the contract and performing tasks and services that RRC Associates doesn't include for both surveys.

Vertigo's tasks for the project include:

- Survey question development for two surveys
- Project oversight & coordination for two surveys
- Coordinating locations for both intercept surveys and partners for email surveys
- Incentive items/prizing
- Website development for website survey component
- Back-up staffing as needed for both surveys and travel expenses

Al Levit moved to approved Vertigo Marketing's scope of work proposal and to utilize RRC Associates for the visitor profile study; second by Jeff Brown. Motion approved unanimously.

#### **4. Adjourn**

Darren Harmon requested an update on TLT revenue collections by City, and a profit/loss income statement on the tourism program. Mark Ottenad said that he would request the information from the Finance Department, and to see about quarterly report. Lynnette Braillard and Trev Naranche both agreed that we need this to create a benchmark for tourism marketing metrics.

The meeting ended at 2:30 pm; Chair Brown noted that the next meeting of the Tourism Promotion Committee is scheduled for Tuesday, Feb. 13, 1-3 pm, at City Hall.

Respectfully submitted by Mark Ottenad on Feb. 5, 2018.

**Attachments** — Dec 12, 2017, Meeting Materials Presented:

- Visitor Profile Study Scope of Work Proposal

# VISITOR PROFILE STUDY SCOPE OF WORK

## DRAFT 1

January 30, 2018

1. Visitor Profile Study: Third party research and data analysis to get a current pulse on the Wilsonville visitor and tourism trends. The Visitor Profile Study will include the following:

- A minimum of 600 Intercept Surveys collected
- Summer intercept survey FY18/19
- Winter intercept survey FY18/19
- Email Survey (online survey link sent to visitor lists via local hotel & activity providers)
- Website survey on ExploreWilsonville.com

*Based on industry expertise, value, and quality of work, Vertigo Marketing recommends hiring RRC Associates for visitor profile study services.*

Additional services include:

- study question development
- project oversight & coordination
- coordinating locations for intercept surveys
- incentive item/prizing

- website development
- back-up staffing and travel

**\$60,000**

## PROCESS

1. Contract Addendum Approved
2. Sign contract with research company
3. Initial kick-off meeting with research company
4. Determine start date & end date for survey collection  
(600 surveys will need to be collected for summer and winter)
5. Identify locations/events (6-12) with heavy visitor traffic
6. Determine prize and/or incentive items
7. Produce incentive items
8. Questionnaire DRAFT 1 due by April 1
9. Finalize questionnaire
10. Develop/design online survey for  
ExploreWilsonville.com
11. Confirm email survey partners (Holiday Inn, etc.).  
Provide content and links to partners.

# House Bill 4120

Sponsored by Representative MARSH; Representatives GOMBERG, NOSSE, SMITH DB, VIAL, Senators DEBOER, JOHNSON (Pre-session filed.)

## SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure **as introduced**.

Expands definition of "transient lodging intermediary" to include person that collects consideration for occupancy of transient lodging and person that receives fee or commission and requires transient lodging provider to use specified third-party entity to collect consideration for occupancy of transient lodging.

Provides joint and several liability for state transient lodging tax for each and every owner of transient lodging.

Provides rules governing filing of local transient lodging tax returns. Authorizes unit of local government to subpoena and examine witnesses, administer oaths and order production of evidence in hands of any person as necessary and proper in prosecution of inquiries related to local transient lodging tax.

Takes effect on later of 91st day following adjournment sine die or July 1, 2018.

## A BILL FOR AN ACT

1  
2 Relating to transient lodging taxes; creating new provisions; amending ORS 320.300, 320.305, 320.325  
3 and 320.350; and prescribing an effective date.

4 **Be It Enacted by the People of the State of Oregon:**

5 **SECTION 1.** ORS 320.300 is amended to read:

6 320.300. As used in ORS 320.300 to 320.350:

7 (1) "Collection reimbursement charge" means the amount a transient lodging tax collector may  
8 retain as reimbursement for the costs incurred by the transient lodging tax collector in collecting  
9 and reporting a transient lodging tax and in maintaining transient lodging tax records.

10 (2) "Conference center" means a facility that:

11 (a) Is owned or partially owned by a unit of local government, a governmental agency or a  
12 nonprofit organization; and

13 (b) Meets the current membership criteria of the International Association of Conference Cen-  
14 ters.

15 (3) "Convention center" means a new or improved facility that:

16 (a) Is capable of attracting and accommodating conventions and trade shows from international,  
17 national and regional markets requiring exhibition space, ballroom space, meeting rooms and any  
18 other associated space, including without limitation banquet facilities, loading areas and lobby and  
19 registration areas;

20 (b) Has a total meeting room and ballroom space between one-third and one-half of the total size  
21 of the center's exhibition space;

22 (c) Generates a majority of its business income from tourists;

23 (d) Has a room-block relationship with the local lodging industry; and

24 (e) Is owned by a unit of local government, a governmental agency or a nonprofit organization.

25 (4) "Local transient lodging tax" means a tax imposed by a unit of local government on the sale,

**NOTE:** Matter in **boldfaced** type in an amended section is new; matter [*italic and bracketed*] is existing law to be omitted. New sections are in **boldfaced** type.

- 1 service or furnishing of transient lodging.
- 2 (5) "State transient lodging tax" means the tax imposed under ORS 320.305.
- 3 (6) "Tourism" means economic activity resulting from tourists.
- 4 (7) "Tourism promotion" means any of the following activities:
- 5 (a) Advertising, publicizing or distributing information for the purpose of attracting and wel-
- 6 coming tourists;
- 7 (b) Conducting strategic planning and research necessary to stimulate future tourism develop-
- 8 ment;
- 9 (c) Operating tourism promotion agencies; and
- 10 (d) Marketing special events and festivals designed to attract tourists.
- 11 (8) "Tourism promotion agency" includes:
- 12 (a) An incorporated nonprofit organization or governmental unit that is responsible for the
- 13 tourism promotion of a destination on a year-round basis.
- 14 (b) A nonprofit entity that manages tourism-related economic development plans, programs and
- 15 projects.
- 16 (c) A regional or statewide association that represents entities that rely on tourism-related
- 17 business for more than 50 percent of their total income.
- 18 (9) "Tourism-related facility" means:
- 19 (a) A conference center, convention center or visitor information center; and
- 20 (b) Other improved real property that has a useful life of 10 or more years and has a substantial
- 21 purpose of supporting tourism or accommodating tourist activities.
- 22 (10) "Tourist" means a person who, for business, pleasure, recreation or participation in events
- 23 related to the arts, heritage or culture, travels from the community in which that person is a resi-
- 24 dent to a different community that is separate, distinct from and unrelated to the person's commu-
- 25 nity of residence, and that trip:
- 26 (a) Requires the person to travel more than 50 miles from the community of residence; or
- 27 (b) Includes an overnight stay.
- 28 (11) "Transient lodging" means:
- 29 (a) Hotel, motel and inn dwelling units that are used for temporary overnight human occupancy;
- 30 (b) Spaces used for parking recreational vehicles or erecting tents during periods of human oc-
- 31 cupancy; or
- 32 (c) Houses, cabins, condominiums, apartment units or other dwelling units, or portions of any
- 33 of these dwelling units, that are used for temporary human occupancy.
- 34 (12) "Transient lodging intermediary" means a person other than a transient lodging provider
- 35 that facilitates the retail sale of transient lodging and:
- 36 (a) Charges for occupancy of the transient lodging[.];
- 37 (b) **Collects the consideration charged for occupancy of the transient lodging; or**
- 38 (c) **Receives a fee or commission and requires the transient lodging provider to use a**
- 39 **specified third-party entity to collect the consideration charged for occupancy of the tran-**
- 40 **sient lodging.**
- 41 (13) "Transient lodging provider" means a person that furnishes transient lodging.
- 42 (14) "Transient lodging tax collector" means a transient lodging provider or a transient lodging
- 43 intermediary.
- 44 (15) "Unit of local government" has the meaning given that term in ORS 190.003.
- 45 (16) "Visitor information center" means a building, or a portion of a building, the main purpose

1 of which is to distribute or disseminate information to tourists.

2 **SECTION 2.** ORS 320.325 is amended to read:

3 320.325. (1) Every transient lodging tax collector is deemed to hold the amount of state transient  
4 lodging taxes collected in trust for the State of Oregon and for payment to the Department of Re-  
5 venue in the manner and at the time provided under ORS 320.315.

6 (2) At any time **that** the transient lodging tax collector fails to remit any amount of state  
7 transient lodging taxes deemed to be held in trust for the State of Oregon, the department may en-  
8 force collection by the issuance of a distraint warrant for the collection of the delinquent amount  
9 and all penalties, interest and collection charges accrued on the delinquent amount. The warrant  
10 shall be issued, docketed and proceeded upon in the same manner and shall have the same force and  
11 effect as warrants for the collection of delinquent income taxes.

12 **(3) Notwithstanding ORS 320.305, if the transient lodging is owned by more than one**  
13 **person, each and every owner may be held jointly and severally liable for any tax imposed**  
14 **under ORS 320.305 with respect to a transient lodging transaction.**

15 **SECTION 3.** ORS 320.350 is amended to read:

16 320.350. (1) A unit of local government that did not impose a local transient lodging tax on July  
17 1, 2003, may not impose a local transient lodging tax on or after July 2, 2003, unless the imposition  
18 of the local transient lodging tax was approved on or before July 1, 2003.

19 (2) A unit of local government that imposed a local transient lodging tax on July 1, 2003, may  
20 not increase the rate of the local transient lodging tax on or after July 2, 2003, to a rate that is  
21 greater than the rate in effect on July 1, 2003, unless the increase was approved on or before July  
22 1, 2003.

23 (3) A unit of local government that imposed a local transient lodging tax on July 1, 2003, may  
24 not decrease the percentage of total local transient lodging tax revenues that are actually expended  
25 to fund tourism promotion or tourism-related facilities on or after July 2, 2003. A unit of local gov-  
26 ernment that agreed, on or before July 1, 2003, to increase the percentage of total local transient  
27 lodging tax revenues that are to be expended to fund tourism promotion or tourism-related facilities,  
28 must increase the percentage as agreed.

29 (4) Notwithstanding subsections (1) and (2) of this section, a unit of local government that is fi-  
30 nancing debt with local transient lodging tax revenues on November 26, 2003, must continue to fi-  
31 nance the debt until the retirement of the debt, including any refinancing of that debt. If the tax is  
32 not otherwise permitted under subsection (1) or (2) of this section, at the time of the debt retirement:

33 (a) The local transient lodging tax revenue that financed the debt shall be used as provided in  
34 subsection (5) of this section; or

35 (b) The unit of local government shall thereafter eliminate the new tax or increase in tax oth-  
36 erwise described in subsection (1) or (2) of this section.

37 (5) Subsections (1) and (2) of this section do not apply to a new or increased local transient  
38 lodging tax if all of the net revenue from the new or increased tax, following reductions attributed  
39 to collection reimbursement charges, is used consistently with subsection (6) of this section to:

40 (a) Fund tourism promotion or tourism-related facilities;

41 (b) Fund city or county services; or

42 (c) Finance or refinance the debt of tourism-related facilities and pay reasonable administrative  
43 costs incurred in financing or refinancing that debt, provided that:

44 (A) The net revenue may be used for administrative costs only if the unit of local government  
45 provides a collection reimbursement charge; and

1 (B) Upon retirement of the debt, the unit of local government reduces the tax by the amount  
2 by which the tax was increased to finance or refinance the debt.

3 (6) At least 70 percent of net revenue from a new or increased local transient lodging tax shall  
4 be used for the purposes described in subsection (5)(a) or (c) of this section. No more than 30 percent  
5 of net revenue from a new or increased local transient lodging tax may be used for the purpose  
6 described in subsection (5)(b) of this section.

7 [(7)(a)(A) *A local transient lodging tax must be computed on the total retail price, including all*  
8 *charges other than taxes, paid by a person for occupancy of the transient lodging.*]

9 [(B) *The total retail price paid by a person for occupancy of transient lodging that is part of a*  
10 *travel package may be determined by reasonable and verifiable standards from books and records kept*  
11 *in the ordinary course of the transient lodging tax collector's business.*]

12 [(b) *The tax shall be collected by the transient lodging tax collector that receives the consideration*  
13 *rendered for occupancy of the transient lodging.*]

14 **SECTION 4. Sections 5 and 6 of this 2018 Act are added to and made a part of ORS 320.300**  
15 **to 320.350.**

16 **SECTION 5. (1) A local transient lodging tax must be computed on the total retail price,**  
17 **including all charges other than taxes, paid by a person for occupancy of the transient**  
18 **lodging.**

19 **(2) The total retail price paid by a person for occupancy of transient lodging that is part**  
20 **of a travel package may be determined by reasonable and verifiable standards from books**  
21 **and records kept in the ordinary course of the transient lodging tax collector's business.**

22 **SECTION 6. (1) The transient lodging provider or transient lodging intermediary that**  
23 **collects the consideration charged for occupancy of transient lodging, or a transient lodging**  
24 **intermediary described in ORS 320.300 (12)(c), as applicable, is responsible for collecting any**  
25 **local transient lodging tax and shall file a return of the tax with the unit of local government**  
26 **that imposes the tax, or with any tax administrator identified by the unit of local govern-**  
27 **ment, reporting the amount of tax due during the reporting period to which the return re-**  
28 **lates.**

29 **(2) Returns shall be filed on or before the deadline fixed by the unit of local government**  
30 **for filing of returns and shall be made under penalties for false swearing.**

31 **(3) When a return is required under this section, the transient lodging tax collector re-**  
32 **quired to file the return shall remit the taxes due to the unit of local government at the time**  
33 **fixed for filing of returns.**

34 **(4) This section applies to a transient lodging tax collector unless a charter provision or**  
35 **ordinance or resolution of the unit of local government, or an agreement entered into be-**  
36 **tween the transient lodging tax collector and the unit of local government, provides other-**  
37 **wise.**

38 **(5) A unit of local government that imposes a local transient lodging tax may, in con-**  
39 **formity with the charter, ordinances, resolutions and administrative rules of the unit of local**  
40 **government, subpoena and examine witnesses, administer oaths and order the production of**  
41 **any books, papers, documents, correspondence or other evidence in the hands of any person,**  
42 **whenever the unit of local government deems such action necessary and proper in the**  
43 **prosecution of inquiries related to the local transient lodging tax.**

44 **SECTION 7. ORS 320.305 is amended to read:**

45 320.305. (1)(a) A tax of 1.8 percent is imposed on any consideration [*rendered*] **charged** for the

1 sale, service or furnishing of transient lodging.

2 (b)(A) The tax must be computed on the total retail price, including all charges other than taxes,  
3 paid by a person for occupancy of the transient lodging.

4 (B) The total retail price paid by a person for occupancy of transient lodging that is part of a  
5 travel package may be determined by reasonable and verifiable standards from books and records  
6 kept in the ordinary course of the transient lodging tax collector's business.

7 (c) The tax shall be collected by the transient lodging [*tax collector that receives*] **provider or**  
8 **transient lodging intermediary that collects** the consideration [*rendered*] **charged** for occupancy  
9 of the transient lodging, **or a transient lodging intermediary described in ORS 320.300 (12)(c),**  
10 **as applicable.**

11 (d) The tax imposed by this subsection is in addition to and not in lieu of any local transient  
12 lodging tax.

13 (2) The transient lodging tax collector may withhold a collection reimbursement charge of five  
14 percent of the amount collected under subsection (1) of this section.

15 **SECTION 8.** ORS 320.305, as amended by section 3, chapter 102, Oregon Laws 2016, is amended  
16 to read:

17 320.305. (1)(a) A tax of 1.5 percent is imposed on any consideration [*rendered*] **charged** for the  
18 sale, service or furnishing of transient lodging.

19 (b)(A) The tax must be computed on the total retail price, including all charges other than taxes,  
20 paid by a person for occupancy of the transient lodging.

21 (B) The total retail price paid by a person for occupancy of transient lodging that is part of a  
22 travel package may be determined by reasonable and verifiable standards from books and records  
23 kept in the ordinary course of the transient lodging tax collector's business.

24 (c) The tax shall be collected by the transient lodging [*tax collector that receives*] **provider or**  
25 **transient lodging intermediary that collects** the consideration [*rendered*] **charged** for occupancy  
26 of the transient lodging, **or a transient lodging intermediary described in ORS 320.300 (12)(c),**  
27 **as applicable.**

28 (d) The tax imposed by this subsection is in addition to and not in lieu of any local transient  
29 lodging tax.

30 (2) The transient lodging tax collector may withhold a collection reimbursement charge of five  
31 percent of the amount collected under subsection (1) of this section.

32 **SECTION 9. This 2018 Act takes effect on the later of the 91st day after the date on**  
33 **which the 2018 regular session of the Seventy-ninth Legislative Assembly adjourns sine die**  
34 **or July 1, 2018.**



**Testimony by City of Wilsonville Mayor Tim Knapp Supporting HB 4120:  
*Proposed Legislation Provides Technical Correction that Allows Equitable  
Treatment of Overnight Lodging Properties in a Competitive Market***

Scheduled for public hearing on February 7, 2018, before  
the House Revenue Committee

**Chair Barnhart and Members of the Committee:**

The City of Wilsonville supports HB 4120 as appropriate legislation to improve lodging tax compliance, help recoup uncollected taxes and provide fairness/equal treatment to all lodging providers and intermediaries.

The proposed legislation fixes two problems facing all Oregon cities:

1. HB 4120 revises the definition of “transient lodging intermediary” to clarify that all online platforms are subject to lodging tax collection, as well as filing and payment requirements unless otherwise provided for by the city or county; and
2. HB 4120 expressly authorizes local governments to obtain business records from lodging tax providers and intermediaries when needed to enforce lodging tax requirements.

Legislation passed in 2013 was intended to treat intermediaries the same as traditional hotels and motels. HB 4120 simply carries out that legislative intent. Unfortunately, some companies reportedly have found potential loopholes in the 2013 statutory wording and have changed their online business platforms over time. As a result, cities are faced with enforcement challenges and have had to treat intermediaries differently than traditional lodging providers.

Wilsonville’s seven overnight lodging properties with 500 rooms that pay their fair share are competitively disadvantaged when intermediaries can undercut the overnight rate by not collecting or remitting the tax. A recent review of lodging sites advertised on an online intermediary found two dozen listings in Wilsonville with many showing no or \$1 in occupancy taxes due.

Under the bill, intermediaries would need to disclose property location information and submit to audits like other lodging providers if requested. These changes improve the state’s ability to collect local taxes on behalf of cities that enter into agreements with the state—an option expected later this year that the City may elect to utilize provided that this legislation advances.

The City of Wilsonville respectfully urges a DO PASS vote on HB 4120. Thank you.

Sincerely,

  
Tim Knapp, Mayor  
City of Wilsonville

**City of Wilsonville**  
**2018 Community Tourism/Match Grant Guidelines**

**Grant Information for Applicants**

**Purpose:** This grant is intended to aid organizations that produce projects, programs or events that promote local business and tourism, and for festivals and special events for the benefit of the Wilsonville community.

**Funding:** Funding for this program is \$25,000.00 which is disbursed to multiple organizations. The funds are made available from the City of Wilsonville transient lodging taxes that are assessed to hotels, motels and bed and breakfasts for guests in the City of Wilsonville.

**Process:** The application packet for the City of Wilsonville Tourism/Matching Grant Program will be the primary way of communicating project funding intentions to the grant review committee. Be sure to include all important information you want the board to be aware of in this application.

- Applicants are strongly encouraged to attend the meeting of the City's Tourism Promotion Committee (*DATE and TIME TBA*) to make a brief presentation. The presentation will be limited to a maximum of three minutes. The best use of this time is to emphasize the importance or impact of your project, service or program; not to recap or review your written material, which must be complete and clear to the reviewers.
- Please read the entire application before completing the information to be sure that your request satisfies the conditions of the grant.
- Please review the enclosed materials carefully and provide all the information requested. Incomplete applications will not be considered.
- Completed application (1 paper copy, 1 PDF on USB memory stick) must be received at the Parks and Recreation Administrative Offices (29600 SW Park Place) on or before **Friday, February 2, 2018.**
  - Faxed or emailed applications will not be accepted.
- The City recommends applicants retain a copy of their completed application for ease in submitting project evaluations and final financial reports after project completion.

**Applicant Criteria**

- 1) Applicant must be a qualified tax exempt or non-profit organization.
- 2) Only one grant per year fiscal (July – June) will be awarded to any one organization.
- 3) An organization will only be considered for a grant if the previously awarded grant project has complied with grant procedures, including filing a final financial statement and project evaluation.

**Types of Projects to be Considered**

- 1) A project, event or annual festival that would further tourism in the City of Wilsonville, directly benefiting the economy, culture and image of Wilsonville.
- 2) The production of a new product or event to attract tourism and/or convention business to Wilsonville.
- 3) A one-time festival or event attracting community participation and visitors to Wilsonville.
- 4) An annual Wilsonville event with introduction of new or expanded attractions.

- 5) Media advertising, public relations or marketing projects which are directed towards the consumer or travel trade and promote specific event(s) or site(s) for the purpose of destination tourism to Wilsonville.
- 6) Development of Wilsonville destination attractions to tourists and visitors.

### **Evaluation Criteria**

A review committee of the City of Wilsonville Tourism Promotion Committee will review applications and determine awards according to the criteria and the intent of the grant program.

- All decisions of the Tourism Promotion Committee will be final.

### **Please address each of the following items as you prepare your application:**

- 1) The project must demonstrate a clear need for financial assistance. Factors such as all other available financial resources and the organization's total budget will be considered.
- 2) The project must demonstrate potential for tourism promotion and economic development.
- 3) Consideration will be given to the uniqueness and quality of your project.
- 4) Projects receiving grant funds must be completed by December 31, 2018.
- 5) The project must provide evidence of equal matching resources other than the grant.
  - Matched resources may be in the form of in-kind donations, as well as cash.
  - Matching funds must be documented and must be committed prior to the distribution of grant funds.
- 6) Annual events must show continued access to additional supporting funds other than City resources.

### **Important Financial Information**

- 1) The maximum amount to be granted is limited. Full funding is rare due to the number of applicants competing for the available funds.
- 2) If an organization is awarded and accepts funds less than their request, they will be expected to fulfill the project as presented in their application or notify the City of alterations of the goals of the project. If a project is cancelled for any reason, any grant funds must be returned to the City of Wilsonville.
- 3) Upon receipt of grant funds, the administering organization agrees to be bound to the commitments of their application. If it is determined that grant monies are used for any item not specified within the grant application, or in the timeline specified, the funds in question must be returned to the City of Wilsonville.
- 4) The organization receiving grant funds and the officers named in the application are jointly and severally responsible for the final financial report required with approved applications.
- 5) The final report must include financial income and expense statements related to the project and a copy of any publicity or printed materials that include the statement acknowledging the source of funds. List your achievements, and accurately verify attendance and/or people served.

If you have any questions, please contact:

Brian Stevenson, Program Manager – Parks and Recreation Department

(503) 570-1523

[stevenson@ci.wilsonville.or.us](mailto:stevenson@ci.wilsonville.or.us)

**Eligibility:**

CPP grants may be awarded to public, private, or non-profit organizations whose project(s) demonstrate an ability to benefit the greater public interests of tourism development and promotion. Because this program is funded with public dollars, grants cannot be awarded that benefit religious organizations or private for-profit businesses.

**Projects are evaluated on the following qualities:**

- alignment with Mt. Hood Territory and the community's established tourism goals and plans;
- ability to generate overnight stays within Clackamas County;
- likelihood of attracting tourists/visitors from outside the community;
- inclusion of more than one community, lodging, or tourism partner;
- leverage of additional dollars and/or resources;
- are self-sustaining, have growth potential, or are capacity-building; and
- offer measurable or demonstrable ROI.

**Qualifying Project Examples:**

- Geocaching Challenges
- Maps, Brochures, and Flyers
- Responsive Websites
- On-line Marketing
- Print and Co-op Advertising
- Interpretive Panels & Signage
- Driving or Walking Tours
- Agritourism or Heritage Loops
- Festivals and Events
- Organized Rides/Runs

**Ineligible Projects & Expenses:**

- those providing profitability or benefits to a single lodging partner, business, or individual
- capital improvement projects benefiting a private, for-profit enterprise or property owner
- compensation to applicant for executing their own proposal (some entity from within the community needs to want the project and submit an application.)
- "grant administration" charges for executing projects or managing grant funds
- entertainment at events; although funds can be used to promote events
- community beautification, streetscape, or banner projects
- normal costs of doing business.

**Other Conditions:**

Events and activities that receive funding through this program need to be open to the public.

Improvement projects must have a strong ability to attract/benefit visitors from outside the community. As an example, improvements/amenities at a local park in and of itself would not likely qualify as an eligible project. Improvements/amenities at a local park that is part of a larger designated bikeway or trail system that offer the potential to generate increased activation along the system would.

**Dates & Timelines:**

- **Completed applications** need to be submitted by **5:00pm, Monday, March 5<sup>th</sup>, 2018**.
- **Notice and Award Agreements** will be emailed the **beginning of April, 2018**
- **Projects shall be completed by December 31, 2018**.
- **Extensions** for projects need to be requested by **November 29, 2018**. (Granted for extenuating circumstances only.)
- **Year-End Reports** for all funded project shall be submitted by **February 7, 2019**.



## 2018 CPP Grant Evaluation Sheet

**Community:** \_\_\_\_\_

**Reviewer:** \_\_\_\_\_

**Reviewer Instructions:**

Please evaluate each application using the outlined criteria and point distribution. Also, please consider them within the context of the program's Overview, Objectives, and Eligibility standards as provided. All projects selected for funding must comply with the Terms & Conditions, Guidelines, and Dates & Timelines of this program.

**Applicant:** \_\_\_\_\_

**Project:** \_\_\_\_\_

**Can project be completed within the program year? (Completed by December 31, 2018? (\* No, but)**

(circle one)

Y / N

**Does project align with established tourism goals and/or plans?**

Y / N

**Does project fit within the program's Overview, Objectives, and Eligibility standards?**

Y / N

MAX POINTS	Evaluation Criteria	Evaluators	Notes	Post Discussion Revised Score
		Initial Score		
20	Likelihood of attracting visitors from outside the community			
20	Ability to create additional overnight stays within the County			
15	Includes/involves multiple community/tourism partners			
15	Leverages additional dollars and/or resources			
15	Project is self-sustaining, has growth potential, or is capacity building			
15	Project has measurable or attainable ROI			
<b>100</b>	Evaluator's Initial Scoring Total: _____		Post Discussion Scoring Total: _____	

**Notes:**

---

(\* No, but) - A project whose completion date is scheduled for after December 31, 2018 can be eligible for funding under this year's grant cycle if the project's timeline precludes it from applying for or receiving funds in next year's cycle. If questions contact Jim Austin at [jim@mthoodterritory.com](mailto:jim@mthoodterritory.com) or 503.742.5901.

## Community Tourism/Match Grant 2017 Application/Award Log

Organization	Event	\$ Request	\$ Award	Funding Agreement
<b>Wilsonville Arts &amp; Culture Council</b> Sarah Wolfe, Festival President PO Box 861 Wilsonville OR 97070 <a href="mailto:theonie@WilsonvilleArts.org">theonie@WilsonvilleArts.org</a>	<b>Festival of the Arts</b>  503-638-6933	\$5,000	\$5,000	X
<b>Wilsonville Brewfest</b> Erin Telles, President 8633 SW Main St #400 Wilsonville OR 97070 <a href="mailto:erin.telles@hotmail.com">erin.telles@hotmail.com</a>	<b>Wilsonville Brewfest</b>  503-570-7773	\$5,000	\$5,000	X
<b>Wilsonville Celebration Days</b> Brady Mordhorst, President PO Box 1511 Wilsonville OR 97070 <a href="mailto:letscreate@events37.com">letscreate@events37.com</a>	<b>Fun in the Park Festival</b>  503-277-9238	10,000	\$7,000	X
<b>Wilsonville Kiwanis Club</b> Nic West, Fun Run Chair PO Box 2104 Wilsonville OR 97070 <a href="mailto:drnic@mywestchiroprctic.com">drnic@mywestchiroprctic.com</a>	<b>Kiwanis Kids Fun Run</b>  971-777-1829	\$5,000	\$4,000	X
<b>Wilsonville Rotary Foundation</b> John Holley, Concert Co-Chair 31447 SW Country View Ln Wilsonville OR 97070 <a href="mailto:holleyjc46@gmail.com">holleyjc46@gmail.com</a>	<b>Summer Concert Series</b>  503-682-2840	\$5,000	\$4,000	X
<b>TOTALS</b>		<b>\$30,000</b>	<b>\$25,000</b>	

## Community Tourism/Match Grant 2016 Application/Award Log

Organization	Event	\$ Request	\$ Award	Funding Agreement
<b>Wilsonville Arts &amp; Culture Council</b> Theonie Gilmore, President PO Box 861 Wilsonville OR 97070 <a href="mailto:theonie@WilsonvilleArts.org">theonie@WilsonvilleArts.org</a>	<b>Festival of the Arts</b>  503-638-6933	\$5,000	5,250	
<b>Wilsonville Celebration Days</b> Bob Woodle, President Pro-Tem PO Box 1511 Wilsonville OR 97070 <a href="mailto:bobwoodle@centurytel.net">bobwoodle@centurytel.net</a>	<b>Fun in the Park Festival</b>  503-680-3737	\$9,000	9,250	
<b>Wilsonville Farmers Market</b> Chris Perry, Market Director 29196 SW Orleans Ave Wilsonville OR 97070 <a href="mailto:wilsonvillefarmersmarket@gmail.com">wilsonvillefarmersmarket@gmail.com</a>	<b>Farmers Market</b>  503-778-0261	\$6,825	Not a non-profit	
<b>Wilsonville Kiwanis Club</b> Nic West, President PO Box 2104 Wilsonville OR 97070 <a href="mailto:drnic@mywestchiroprctic.com">drnic@mywestchiroprctic.com</a>	<b>Kiwanis Kids Fun Run</b>  971-777-1829	\$5,000	5,250	
<b>Wilsonville Rotary Foundation</b> John Holley, Concert Co-Chair 31447 SW Country View Ln Wilsonville OR 97070 <a href="mailto:holleyjc46@gmail.com">holleyjc46@gmail.com</a>	<b>Summer Concert Series</b>  503-682-2840	\$5,000	5,250	
<b>TOTALS</b>		<b>\$30,825</b>	<b>\$25,000</b>	

# Community Tourism Grant

## 2015 Application/Award Log

Organization	Event	\$ Request	\$ Award	Funding Agreement
<b>Wilsonville Arts &amp; Culture Council</b> Theonie Gilmore, Executive Dir. PO Box 861 Wilsonville OR 97070 <a href="mailto:theonie@WilsonvilleArts.org">theonie@WilsonvilleArts.org</a>	<b>Festival of the Arts</b>  H: 503-638-6933 C: 503-333-2648	\$5,000	\$5,665	X
<b>Wilsonville Celebration Days</b> Bob Woodle, Marketing Dir. PO Box 1511 Wilsonville OR 97070 <a href="mailto:bobwoodle@centurytel.net">bobwoodle@centurytel.net</a>	<b>Fun in the Park Festival</b>  503-680-3737	\$8,000	\$9,165	x
<b>Wilsonville Kiwanis Club</b> Gary Wappes PO Box 2104 Wilsonville OR 97070 <a href="mailto:gwappes@gmail.com">gwappes@gmail.com</a>	<b>Kiwanis Kids Fun Run</b>  503-423-7664	\$4,000	\$5,165	x
<b>Wilsonville Rotary Foundation</b> John Holley, Vice President 31447 SW Country View Ln Wilsonville OR 97070 <a href="mailto:holleyjc46@gmail.com">holleyjc46@gmail.com</a>	<b>Summer Concert Series</b>  503-682-2840	\$5,000	\$5,000	X
<b>TOTALS</b>		<b>\$22,000.00</b>	<b>\$24,995.00</b>	

# Clackamas County Community Partnership Program Wilsonville Award Log

**2017**

Organization	Project	\$ Award
<b>Farmlandia Farm Loop</b> Mary Stewart <a href="mailto:marystewart200@gmail.com">marystewart200@gmail.com</a> (503) 570-0133	<b>Farmlandia Farm Loop Signage</b>	\$2,000
<b>Willamette United Soccer Club</b> Ray Nelson <a href="mailto:ray@willametteunitedfc.com">ray@willametteunitedfc.com</a> 503-638-9777	<b>Mt. Hood Challenge Tournament Social Media Blitz</b>	\$8,000
<b>World of Speed</b> Kari McClellan <a href="mailto:kari@worldofspeed.org">kari@worldofspeed.org</a> 503-563-6452	<b>American Muscle Cars Out of Area Marketing</b>	\$10,000
<b>TOTALS</b>		<b>\$20,000</b>

## 2016

Organization	Project	\$ Award
<b>Farmlandia Farm Loop</b> Mary Stewart <a href="mailto:marystewart200@gmail.com">marystewart200@gmail.com</a> (503) 570-0133	<b>2016 Farmlandia Farm Loop</b>	\$1,000
<b>Oregon Cascades Fastpitch Club</b> Ron Downs <a href="mailto:rdowns@sdao.com">rdowns@sdao.com</a> 503-780-0847	<b>Boones Ferry Men's Fastpitch Softball Tournament</b>	\$3,000
<b>Willamette Falls Heritage Area Coalition</b> Peter Huhtala <a href="mailto:peter@wfheritage.org">peter@wfheritage.org</a> 503-468-8038	<b>Willamette Falls Heritage Area Interactive Map</b>	\$4,000
<b>Willamette United Soccer Club</b> Dawn Gunther <a href="mailto:soccer@wusc.net">soccer@wusc.net</a> 503-638-9777	<b>Mt. Hood Challenge Tournament</b>	\$2,000
<b>Wilsonville Parks and Recreation</b> Brian Stevenson <a href="mailto:stevenson@ci.wilsonville.or.us">stevenson@ci.wilsonville.or.us</a> 503-570-1523	<b>9-Hole Disc Golf Course</b>	\$10,000
<b>TOTALS</b>		<b>\$20,000</b>

**2015**

Organization	Project	\$ Award
<b>Oregon Cascades Fastpitch Softball</b> <b>Ron Downs</b> <a href="mailto:rdowns@sdao.com">rdowns@sdao.com</a> 503-780-0847	<b>Boones Ferry Days                      Fastpitch Softball                      Tournament</b>	\$4,040
<b>Wilsonville Parks and Recreation</b> Brian Stevenson <a href="mailto:stevenson@ci.wilsonville.or.us">stevenson@ci.wilsonville.or.us</a> 503-570-1523	<b>Park and areas of                      interest                      map</b>	\$3,370
<b>Wilsonville Parks and Recreation</b> Brian Stevenson <a href="mailto:stevenson@ci.wilsonville.or.us">stevenson@ci.wilsonville.or.us</a> 503-570-1523	<b>Outdoor kiosk map</b>	\$500
<b>Wilsonville Festival of the Arts</b> <b>Linda Brecke</b> <a href="mailto:linda.brecke@frontier.com">linda.brecke@frontier.com</a> 503-998-9756	<b>Wilsonville Arts Festival                      Marketing</b>	\$2,000
<b>TOTALS **</b>		<b>\$9,910</b>

\*\*Remaining \$10,090 allocated to City of Wilsonville (Jeanna Troha) for City marketing efforts\*\*